BULLETPROOF™

c/o GCG
PO Box 10498
Dublin, Ohio 43017-4098

SMP1000002

Sample Customer
123 Sample St
Apt 2
Dublin, OH 43017-1234

September 15, 2017

Notice of Data Breach

Dear Sample Customer:

At Bulletproof 360, Inc. ("Bulletproof"), we understand the importance of protecting the security of your payment card information.

What Happened: On March 21, 2017, we informed you about an incident that potentially affected your payment card information used for online transactions on Bulletproof's e-commerce website. Our March 21 notification to you was based on a preliminary forensic report that indicated payment card information was at risk from October 26, 2016 through January 31, 2017. We received a final forensic report on August 1, 2017, that indicates that payment card information used on Bulletproof's e-commerce website from October 26, 2016 through May 30, 2017 may have been compromised.

What Information Was Involved: We are therefore notifying you that your name, payment card number, expiration date, and CVV number from payment cards you used for online transactions on Bulletproof's e-commerce website during the time period from February 1, 2017 through May 30, 2017 may have been affected. Our records indicate that you used your payment card on Bulletproof's e-commerce website during this period.

What You Can Do: We are notifying you about this incident so you can take appropriate steps to protect your payment card account. As before, we recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

What We Are Doing: If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Bulletproof during the relevant time period, please contact us at the number below. We will reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

For More Information: We truly regret any inconvenience or concern this may have caused you. Your privacy and trust, and the protection of your personal data are matters we take very seriously. Please be assured that we have been working diligently with our computer security firm as part of our efforts to try to prevent a similar incident from happening in the future. If you have any questions, or you need further assistance, please call (844) 534-0816, Monday through Friday between the hours of 9 a.m. and 5 p.m. Eastern time.

Thank you for your support and loyalty to Bulletproof.

Sincerely,

Anna Collins,
Chief Operating Officer

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

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Dear Sample Customer:

At Bulletproof 360, Inc. ("Bulletproof"), we understand the importance of protecting the security of your payment card information. Regrettably, this notice is to inform you about an incident involving some of your information.

What Happened: After noticing unusual activity relating to customer online transactions, we began an immediate investigation of our website and took prompt action to address and stop the unauthorized activity. We also engaged a leading computer security firm to examine our systems for any signs of an issue, and notified law enforcement. On August 1, 2017, the investigation determined that an unknown third party had compromised our e-commerce system, potentially affecting customer payment card information.

What Information Was Involved: The information compromised by the incident may have included your name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Bulletproof's e-commerce website from October 26, 2016 to May 30, 2017.

What You Can Do: We are notifying you about this incident so you can take appropriate steps to protect your payment card account. Thus, we recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

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For More Information: We truly regret any inconvenience or concern this may have caused you. Your privacy and trust, and the protection of your personal data are matters we take very seriously. Please be assured that we have been working diligently with our computer security firm as part of our efforts to try to prevent a similar incident from happening in the future. If you have any questions, or you need further assistance, please call (844) 534-0816, Monday through Friday between the hours of 9 a.m. and 5 p.m. Eastern time.

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Sincerely,

Anna Collins,
Chief Operating Officer

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Dear Sample Customer:

At Bulletproof 360, Inc. ("Bulletproof"), we understand the importance of protecting the security of your payment card information. Regrettably, this notice is to inform you about incidents involving some of your information.

What Happened: After noticing unusual activity relating to customer online transactions, we began an immediate investigation of our website and took prompt action to address and stop the unauthorized activity. We also engaged a leading computer security firm to examine our systems for any signs of an issue, and notified law enforcement. On August 1, 2017, the investigation determined that an unknown third party had compromised our e-commerce system, potentially affecting customer payment card information. Additionally, on September 5, 2017, Bulletproof determined that unauthorized computer software code had been inserted on August 28, 2017 into the software that operates its e-commerce website's checkout page. Bulletproof immediately removed the unauthorized code. Bulletproof determined that the unauthorized code may have been capable of capturing information entered during the checkout process.

What Information Was Involved: The information compromised by the incidents may have included your name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Bulletproof's e-commerce website from October 26, 2016 to May 30, 2017 and August 28, 2017 through September 5, 2017.

What You Can Do: We are notifying you about these incidents so you can take appropriate steps to protect your payment card account. Thus, we recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

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